



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Dale, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rooted Rural	20.0%	Population		48,419	47,914
Midland Crowd	19.2%	Households		19,141	19,161
Crossroads	8.1%	Families		13,585	13,368
Military Proximity	7.3%	Median Age		35.2	36.1
Great Expectations	7.2%	Median Household Income		\$37,051	\$40,779

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,532.43	\$29,332,167
Men's	58	\$285.39	\$5,462,688
Women's	53	\$513.51	\$9,829,000
Children's	62	\$272.65	\$5,218,719
Footwear	50	\$253.43	\$4,850,977
Watches & Jewelry	57	\$113.45	\$2,171,559
Apparel Products and Services ¹	64	\$94.00	\$1,799,224
Computer			
Computers and Hardware for Home Use	61	\$134.41	\$2,572,811
Software and Accessories for Home Use	60	\$17.84	\$341,390
Entertainment & Recreation	63	\$2,159.65	\$41,337,844
Fees and Admissions	56	\$343.68	\$6,578,404
Membership Fees for Clubs ²	57	\$91.12	\$1,744,089
Fees for Participant Sports, excl. Trips	57	\$64.92	\$1,242,675
Admission to Movie/Theatre/Opera/Ballet	56	\$83.54	\$1,599,133
Admission to Sporting Events, excl. Trips	59	\$33.93	\$649,461
Fees for Recreational Lessons	54	\$70.17	\$1,343,046
TV/Video/Sound Equipment	64	\$749.74	\$14,350,828
Community Antenna or Cable Television	66	\$441.79	\$8,456,249
Color Televisions	60	\$82.88	\$1,586,367
VCRs, Video Cameras, and DVD Players	64	\$24.83	\$475,349
Video Cassettes and DVDs	66	\$40.27	\$770,809
Video Game Hardware and Software	65	\$21.53	\$412,194
Satellite Dishes	63	\$0.97	\$18,550
Rental of Video Cassettes and DVDs	66	\$39.34	\$752,960
Sound Equipment ³	60	\$94.49	\$1,808,631
Rental and Repair of TV/Sound Equipment	63	\$3.64	\$69,719
Pets	67	\$293.61	\$5,619,925
Toys and Games	66	\$119.52	\$2,287,771
Recreational Vehicles and Fees ⁴	67	\$304.21	\$5,822,953
Sports/Recreation/Exercise Equipment ⁵	58	\$133.07	\$2,547,066
Photo Equipment and Supplies ⁶	63	\$86.61	\$1,657,788
Reading ⁷	61	\$129.20	\$2,473,109
Food	64	\$5,421.23	\$103,767,728
Food at Home	65	\$3,274.65	\$62,680,067
Bakery and Cereal Products	65	\$469.25	\$8,981,881
Meat, Poultry, Fish, and Eggs	66	\$864.85	\$16,554,024
Dairy Products	65	\$357.36	\$6,840,226
Fruit and Vegetables	63	\$549.20	\$10,512,284
Snacks and Other Food at Home ⁸	66	\$1,033.99	\$19,791,652
Food Away from Home	63	\$2,146.58	\$41,087,661
Alcoholic Beverages	61	\$375.67	\$7,190,765
Nonalcoholic Beverages at Home	67	\$291.01	\$5,570,153



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	52	\$772.48	\$14,785,994
Vehicle Loans	70	\$4,300.27	\$82,311,549
Health			
Nonprescription Drugs	68	\$83.23	\$1,593,184
Prescription Drugs	73	\$424.61	\$8,127,379
Eyeglasses and Contact Lenses	65	\$53.81	\$1,029,921
Home			
Mortgage Payment and Basics ⁹	57	\$4,976.66	\$95,258,169
Maintenance and Remodeling Services	56	\$1,107.31	\$21,194,940
Maintenance and Remodeling Materials ¹⁰	65	\$244.10	\$4,672,265
Utilities, Fuel, and Public Services	67	\$2,921.11	\$55,912,984
Household Furnishings and Equipment			
Household Textiles ¹¹	60	\$83.59	\$1,599,932
Furniture	59	\$377.52	\$7,226,078
Floor Coverings	54	\$49.24	\$942,555
Major Appliances ¹²	64	\$189.55	\$3,628,201
Housewares ¹³	59	\$62.25	\$1,191,499
Small Appliances	64	\$23.67	\$453,161
Luggage	55	\$5.72	\$109,488
Telephones and Accessories	55	\$25.97	\$497,069
Household Operations			
Child Care	58	\$243.30	\$4,656,984
Lawn and Garden ¹⁴	67	\$301.59	\$5,772,740
Moving/Storage/Freight Express	62	\$32.91	\$630,024
Housekeeping Supplies ¹⁵	66	\$510.49	\$9,771,201
Insurance			
Owners and Renters Insurance	67	\$321.00	\$6,144,303
Vehicle Insurance	65	\$953.48	\$18,250,552
Life/Other Insurance	65	\$417.04	\$7,982,612
Health Insurance	69	\$1,350.24	\$25,844,925
Personal Care Products ¹⁶	64	\$304.59	\$5,830,129
School Books and Supplies ¹⁷	70	\$84.45	\$1,616,446
Smoking Products	73	\$352.38	\$6,744,883
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	68	\$3,912.90	\$74,896,913
Gasoline and Motor Oil	69	\$1,403.54	\$26,865,183
Vehicle Maintenance and Repairs	64	\$680.21	\$13,019,815
Travel			
Airline Fares	55	\$225.90	\$4,323,904
Lodging on Trips	59	\$239.91	\$4,592,065
Auto/Truck/Van Rental on Trips	53	\$23.19	\$443,873
Food and Drink on Trips	61	\$285.86	\$5,471,609

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.